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ABSTRACT

Comprised of two reports, this publication summarizes the activities of state and local coalitions and national organizations in the I Am Your Child Early Childhood Public Engagement Campaign, an effort to increase public awareness of the importance of the early childhood stage of development. The first report summarizes activities and accomplishments of states and local communities and provides selected state and community profiles. Activities and accomplishments are noted in three areas: (1) public awareness and education activities, including dissemination of material from a conference on brain development, community mobilization efforts, and the involvement of local media and public television; (2) action plans and next steps, including submission or support of legislation supporting health care access, parent support programs, child abuse prevention, quality early care and education; and (3) coalition development, including strong representation from business, government, higher education, Head Start, media and others. The second report details national organization activities, notably information sharing and linking members to state and local action and companion campaign activities, such as creating a task force to provide state and federal policy leadership. This section profiles current and proposed activities of: (1) Families and Work Institute; (2) American Academy of Pediatrics; (3) American Association of Family and Consumer Sciences; (4) Canadian Institute of Child Health; Child Care Action Campaign; (5) Children Television Workshop NY; (6) National Association of Child Advocates; (7) National Association of Childrens Hospitals and Related Institutions; (8) National Center for Children in Poverty; (9) National Center for Family Literacy; (10) National Association of Child Care Resource and Referral Agencies; (11) National Association for the Education of Young Children; (12) National Coalition for Parent Involvement in Education; (13) National Committee to Prevent Child Abuse; (14) National Governors Association; (15) National Head Start Association; (16) National Latino Childrens Institute; (17) National League of Cities; (18) Parents as Teachers National Center; and (19) Zero to Three. Included are contact persons for each state, community, and organization involved. (KB)

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I AM YOUR CHILD/EARLY CHILDHOOD PUBLIC ENGAGEMENT CAMPAIGN

REPORT ON LOCAL, STATE AND NATIONAL ORGANIZATION ACTIVITIES

PREPARED BY

FAMILIES AND WORK INSTITUTE
JUNE 1997

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I AM YOUR CHILD/EARLY CHILDHOOD PUBLIC ENGAGEMENT CAMPAIGN

REPORT ON STATE AND LOCAL COALITION

PREPARED BY THE FAMILIES AND WORK INSTITUTE
JUNE 1997

I. INTRODUCTION

The *I Am Your Child*/Early Public Engagement Campaign is an unprecedented collaboration among sectors of society that do not normally work together on social issues. The *I Am Your Child* Campaign, spearheaded by Rob Reiner, Michelle Singer Reiner and Ellen Gilbert has brought new public attention on the early years in powerful and important ways. Outreach activities are coordinated by the Families and Work Institute (FWI). Collectively, these efforts have strengthened and in many cases created new linkages among diverse national, state and local organizations through their common interest in promoting healthy early childhood development.

The purpose of this report is to summarize information from state and local coalitions about their participation and to describe how FWI assisted these coalitions as they formed and continued to participate in the campaign. The Families and Work Institute has worked with many of these state and community groups over the past decade as part of ongoing community mobilization and technical assistance activities. In our work with the *I Am Your Child*/Early Public Engagement Campaign, we built upon and/or assisted in the formation and development of more than one hundred state and local coalitions working to further the goals of the campaign.

1. Technical Assistance

Once coalitions were formed, FWI provided ongoing technical assistance in several ways. We focused this technical assistance on early childhood brain development, data collection, public engagement, public/private partnerships, financing strategies and helped coalitions to understand, anticipate and move through the various stages of the community mobilization process.

To support the *I Am Your Child*/Early Public Engagement Campaign, we invited participation, facilitated strategic planning and helped states and communities figure out how to use the campaign to advance their agendas. We also shared information about the campaign widely through monthly telephone conference calls, regular fax updates, a campaign web site, a listserv (electronic mailing list), and constant electronic mail and telephone consultation with individuals and organizations.

A summary of the technical assistance provided through on-site visits, telephone consultation and electronically follows.

Technical Assistance Visits

FWI staff provided technical assistance to groups during visits to the following states and communities:

States

Colorado	Connecticut
Florida	Hawaii
Illinois	Indiana
Iowa	Massachusetts
Minnesota	New Hampshire
New York	North Carolina
Oklahoma	Oregon
Rhode Island	South Carolina
Texas	Vermont
West Virginia	

Communities

Boston	Hawaii County
Honolulu County	Kansas City
Kauai County	Los Angeles
Louisville	Mauai County
New York City	Philadelphia
Pittsburgh	Washington DC

Telephone Technical Assistance

In addition to monthly conference calls hosted by FWI, technical assistance was provided through speaker phone attendance at state and/or local meetings and conference calls with the leadership in specific sites, including:

States

Alabama	Arizona
Florida	Georgia
Maine	Michigan
Missouri	Montana
Nebraska	New Hampshire
New York	Ohio
Texas	Virginia
Washington	Wisconsin

Communities

Boston
Dallas/Fort Worth
Oakland
Pittsburgh
San Francisco

Electronic Technical Assistance

FWI provided technical assistance using e-mail and the campaign web site to all sites on an ongoing basis. Sites that accessed this assistance most intensively and consistently through this medium include:

States

Alabama
Alaska
Hawaii
Maine
Michigan
Minnesota
Missouri
New Hampshire
New Mexico
Nevada
North Carolina
North Dakota
Rhode Island
South Carolina
South Dakota
Vermont
Washington

Communities

Boston
Houston
Hartford

2. Information from State and Local Coalitions

FWI has collected information from state and local coalitions monthly, using a brief update form. Because the majority of state and local coalitions are operating on a voluntary basis, requested monthly reporting to FWI may not always be feasible. Most of

the coalition volunteers dedicate the majority of their efforts to actual public engagement activities. It should be noted, therefore, that this report represents a sampling of state and local coalition campaign launch activities. The activities of coalitions not included in this report will be included in future reports.

This report is based on extensive written reports (as requested by FWI) including many samples of materials produced, such as flyers, invitations to viewing parties for the ABC special, newsletter articles and local press clippings, and telephone interviews conducted by FWI staff.

This report is organized in two sections, including:

- a summary of activities and accomplishments; and
- selected state and community profiles.

II. Summary of Activities and Accomplishments

*There is more capacity here than we thought there was...*Vermont

The development of state and local coalitions to lead efforts that actualize the *I Am Your Child*/Early Public Engagement Campaign goals has been a high priority for campaign funders and collaborators. Based on reports received from coalition leaders, it is clear that state and local coalitions are playing a vital role in the campaign.

State and local coalitions have been effective partners in the development of a new communications network that can reach a wide variety of audiences at the national, state and local levels. State and local coalitions also played a key role in the campaign through a variety of activities. Overall accomplishments and activities are summarized in three categories: (1) Public Awareness and Education Activities; (2) Action Plans and Next Steps; and, (3) About the Coalitions.

1. Public Awareness and Education Activities

- Many champions stepped forward (governors, mayors, business leaders, pediatricians, education leaders, etc.) to support the campaign. Their participation was stimulated both by the visibility, commitment, and knowledge that Rob Reiner and Michelle Singer Reiner brought to the issues and by their keen interest in early childhood brain development. This interest was stimulated by the 1996 University of Chicago conference convened by FWI which many of these leaders attended. *Rethinking the Brain*, a report on this conference, continues to provide the scientific basis upon which many of these groups base their work.

Alaska's Governor and Anchorage's Mayor issued proclamations launching the campaign, several Governors hosted TV show viewing parties at their mansions and the Governors of Hawaii and New Hampshire issued a press release supporting the campaign launch. The Governor of North Carolina has asked every business in the state to get involved in educating the public about the importance of the early years.

- All of the coalitions have been reproducing, creating, adapting and disseminating information on early childhood brain development over the last year. This information, stemming from the 1996 FWI conference, has inspired the greatest interest and has become a cause around which new, diverse partners are rallying.

After attending FWI's University of Chicago in the Brain Development of Young Children, the Florida Starting Points Project, children's advocacy organizations and Florida State University created a cadre of 200 early childhood experts in Florida who present workshops on early brain development. Many other states and communities are being trained by the Florida group to train volunteer presenters in their locales.

- Many coalitions sponsored downlink viewing events of the White House Conference on Early Development and Learning with expert panel discussions.

Oklahoma videotaped their event and is making the video available for use in community discussions and public forums throughout the state.

- Nearly all of the coalitions promoted the *I Am Your Child* TV show through newsletters, flyers, posters electronic networks, mail and faxes.

- Almost all coalitions sponsored or encouraged TV show viewing parties - some were hosted by governors and others were hosted by elected officials, schools, preschools, civic or community-based organizations.

- The campaign is helping many coalitions and their member organizations to become more aware of and better able to address the communication elements of their work. For example, several coalitions now realize that their states need a single toll free telephone number that families with young children can call for help.

- The campaign has inspired several coalitions to publicize activities and resources for young children and their families as well as community mobilization efforts and opportunities.

Oklahoma created an early childhood calendar of events and Milwaukee created a 24-page volunteer opportunities booklet. Colorado had the campaign's Ten Tips for Parents printed on refrigerator magnets and Alaska is working with a dairy to print the tips on milk cartons.

- Nearly all of the coalitions used the media kit, created by Greer Margolis, Mitchell & Burns and Associates and/or the Benton Foundation, to generate press attention on public media about the campaign, the *I Am Your Child* TV show, early childhood brain development and on local early childhood programs. The campaign has empowered coalition members to establish effective relationships with local media, resulting in increased local press coverage of the campaign and of early childhood issues.

- Coalitions are using and distributing campaign fulfillment materials and other tools and products (fulfillment booklets, *Rethinking the Brain*, campaign description, etc.).

- Many coalitions produced their own materials about early childhood development to inform parents, to promote the campaign and the TV show, and to publicize local initiatives.

  The Missouri Coalition got an insurance company to fund production of PSAs with the Governor promoting the importance of the early years, the campaign and the TV show. The North Carolina Coalition worked with several state agencies to produce PSAs with tips for parents of very young children. In South Carolina, a local school district partnered with the Junior League to produce a video for parents on early childhood brain development.

- Local media and public television continue to be involved as producers and as coalition members.

  In Oregon, an ABC affiliate is producing a three-part series on parenting and in Rhode Island, an NBC affiliate produced a 30-day parenting series with the Coalition's assistance. The Kansas City Coalition is working with PBS on a three-year early childhood project, and a new national effort is underway. Led by KERA in Dallas and with technical assistance from FWI, several public television stations will collaborate to produce national and local programming on early childhood issues.

2. Action Plans and Next Steps

- Many coalitions have committed to a three-year effort and are engaging in strategic planning, although relatively few have completed action plans.

  Coalitions in Alabama, Florida, Hawaii, Illinois, Indiana, Kansas City, Maryland, Michigan, Minnesota, Missouri, Mississippi, Montana, New Hampshire, North Carolina, Ohio, Oklahoma, Philadelphia, South Carolina, Texas, Vermont, Washington, West Virginia and other sites are now in the process of creating visions, goals and strategies for their continued campaign participation.

- Several coalitions used the campaign to promote early childhood issues in state legislatures or to boost other early childhood initiatives.

Legislation supporting health care access, parent support programs, child abuse prevention, quality early care and education and community mobilization was submitted and/or supported by coalitions in Colorado, Connecticut, Illinois, Massachusetts, Michigan, Minnesota, New Hampshire, Utah, West Virginia and others. In New Hampshire, the campaign is supporting efforts to establish universal public kindergarten. The Vermont Coalition is using the campaign to launch and build a Vermont Child Care Fund. The Mississippi Coalition is planning a legislative strategy for next year.

- Many coalitions are planning or have held state, regional or local conferences on early brain development.

- Some coalitions have used the campaign to involve businesses as partners in community mobilization and policy change efforts and as disseminators of information to families with young children.

  North Carolina's Governor wrote to all CEOs in the state asking them to support the campaign. SPRINT responded by offering to distribute parenting information in its electronic communications with employees and in on-site parenting classes. West Virginia is using the campaign's momentum to establish a Business Champion Advisory Board and to create materials to encourage employers to adopt family friendly business practices. Oregon is using the campaign to boost an existing "Child Care is Everybody's Business" campaign and Colorado's business leaders are engaging their peers in efforts to improve and finance services that support families with young children, such as home visiting, early care and education, family literacy, health and others.

- Many coalition leaders describe convening such a broad coalition as a new experience and count it as an accomplishment (see also *About the Coalitions* below).

3. About the Coalitions

- The communications capacity of state and local coalitions is strong. Without additional funding in most cases, coalition leaders were best equipped to carry out concrete activities (media liaison work, materials and information dissemination, etc.).

- The majority of coalitions have broad, cross-sector and cross-domain participation, as FWI requested, including representatives of business, early childhood care and education government, health, higher education, Head Start, media, philanthropy, parenting and family support, policy makers, and child care resource and referral. Relatively few coalitions identified families as members. Many coalitions had strong participation from public schools, pediatricians, public health professionals and early childhood and parent educators. This diversity is extremely significant because in many cases it represents the first time that so many partners have worked together on behalf of young children and families. As coalitions move forward to improve the quality and

availability of programs and services that support young children and families, this broad collaboration will continue to be essential to success.

Coalitions in Colorado, Hawaii, Kansas City, Missouri, New Hampshire, North Carolina, Oklahoma, South Carolina and Tennessee include representatives of religious organizations. Coalitions in Georgia and North Carolina are working to actively involve faith communities in their work.

- Coalitions were convened by child care resource and referral networks (CCR&Rs), foundations, Commissions on Children and Families, Children's Campaigns, Starting Points Projects, universities, public television stations, family and consumer science organizations, family support and child abuse prevention networks, hospitals, Associations for the Education of Young Children (AEYCs), Governor's Cabinets, Mayor's Offices, Head Start Collaboration Projects and statewide early childhood initiative structures, such as Hawaii's Good Beginnings Alliance, Ohio Family and Children First or North Carolina's network of Smart Start Partnerships. Many coalitions have co-convenors, as a conscious strategy for modeling collaboration.

- Coalitions are at different stages of development and their capacities are shaped by the stage they are in. Coalitions that were formed before the campaign and that have prior collaborative experience and funding were best equipped to undertake the most extensive activities and to use the campaign as a strategic opportunity to support existing policy agendas.

- Other coalitions got started within one to three months before the campaign launch. These coalitions were brought together by a shared purpose and are now sorting out their new relationships, next steps together and how to continue to broaden their membership.

- It is difficult for coalitions to sustain activities over time without funding. Without funding, it is also easier for them to carry out concrete activities that can be incorporated into or that support their ongoing work, such as working with the media or disseminating early childhood development information to various audiences.

- The few coalitions that were able secure funding generally used it for staff and public engagement support activities, such as materials development or dissemination. Coalitions seeking funding are all requesting staff and program support.

Colorado received funding from the Rose Foundation for a three year public engagement campaign using early childhood brain development information. Rhode Island received a grant from the Rhode Island Foundation to help families understand the need for and choose accredited child care settings. Oklahoma is using state funds to purchase PSA air time over the coming year and to distribute 50,000 Time magazines featuring early childhood brain development to policymakers, families and other stakeholders throughout the state.

III. Selected State and Community Activity Summaries

The following selected state and community activity summaries provide another perspective on how the campaign launch was carried out in various states and communities. In this section, the overall activities of 22 states and communities are highlighted.

1. Alabama

Public Awareness and Education Activities

- Used flyers and viewing parties to promote the TV show.
- Promoted the show and distributed flyers as part of Month of the Young Child activities around the state.
- Trained 40 volunteers to make presentations on early childhood brain development.

Action Plans and Next Steps

- Planning to train more volunteer presenters on early childhood brain development; other plans to be determined as part of strategic planning process.

About the Coalition

- An ad hoc group came together to work on the campaign. Now forming a true coalition and plan to continue working together to promote healthy early childhood development.
- Creating a vision, goals and strategies in June 1997.

2. Colorado

Public Awareness and Education Activities

- Held one viewing party at the governor's mansion and 19 others around the state, with 2,000 attending statewide.
- Received a $130,000 grant from the Rose Foundation for a three-year public engagement campaign on early childhood brain development. This grant enabled the coalition to make $300 available to each of the 20 sites hosting TV show viewing parties for television rentals, refreshments and other expenses.

- Coordinated media releases in 20 cities.

- Distributed 1000 flyers to promote the TV show.

- Produced a Viewing Party Instruction Manual and Kit and refrigerator magnets imprinted with the *Ten Tips for Parents* from *The First Years Last Forever*.

- Focused its annual Doll Day on early childhood brain development. Displayed 32,000 dolls adorned with early childhood brain development messages in businesses and public places in 110 cities. Also held a well publicized press conference and rally.

- Published and distributed a guide for parents on choosing child care.

Action Plans and Next Steps

- Are briefing legislative leaders about early childhood brain development and the policy implications of this knowledge.

- Continuing to support early childhood care and education, health and parent support legislation.

- Continuing to work with business to promote family friendly business practices and to disseminate child development information to employees.

- Planning to hold more viewing parties, are creating local speaker's bureaus, are planning a fall conference on brain development, town meetings and continued media focus on early childhood brain development and family involvement.

- Mailing child development information to 5,000 families of young children four times over two years and produce 12 special inserts on brain development and parenting for Colorado Parent Magazine.

About the Coalition

- Convened by two coalitions (Bright Beginnings and the Colorado Children's Campaign) that have worked on early childhood issues since 1985.

- Coalition is diverse and includes representatives of business, early care and education, government, health, higher education, Head Start, media, parenting and family support, policy makers, religious organizations and child care resource and referral. The Colorado Starting Points Project plays an integral role in this coalition.

- Has a vision, goals and strategies and plans to continue.

3. Illinois

Public Awareness and Education Activities

- Held viewing parties hosted by community-based organizations.
- Distributed *Rethinking the Brain* to all state legislators and 200 organizations.
- Promoted the TV show with flyers, media, through the mail and with articles in newsletters.

Action Plans and Next Steps

- Submitted legislation to expand Healthy Families, to improve early care and education and to provide universal access to health care. Will continue to support passage and implementation of these bills.
- Continuing to distribute campaign materials.
- Planning community forums prior to next elections; other action plans will be defined in the strategic planning process.

About the Coalition

- Is convened by Voices for Illinois Children, a long-standing and broad coalition.
- Launched a new web page which is hotlinked to the *I Am Your Child* web page.
- Plans to continue working on the campaign and developing a vision, goals and strategies for the coming years.

4 Kansas City

Public Awareness and Education Activities

- Created a parent tips calendar and resource directory for Kansas City families with young children.
- Called all media outlets; convinced ABC and PBS affiliates to disseminate parenting information.
- Produced a local 1/2 hour television show highlighting local resources for families with young children.

Action Plans and Next Steps

- Working with PBS on a three-year station project on early childhood development.
- Planning to make the local toll free parent help line established for the *I Am Your Child* campaign launch a permanent Kansas City resource.
- Planning to work on improving families' access to programs and services.
- Continuing to support child care access and quality improvement legislation.
- Planning public forums on early childhood brain development.
- Supporting Partners in Quality scholarship program for early childhood caregivers.

About the Coalition

- Formed in February 1997 and co-chaired by local organizations: Homefront and Partners In Quality, an initiative of Kansas City's Early Childhood Quality Improvement Project (EQUIP).
- Is coordinating efforts with both Missouri and Kansas state coalitions.
- Plans to continue and expand and is working on a vision, goals and strategies for the future.

5. MASSACHUSETTS

Public Awareness and Education Activities

- Held several TV show viewing parties throughout the state.
- Boston Mayor used the campaign launch to boost a Boston Children's Week, with announcements of new early childhood initiatives, activities for young children and families and lots of information highlighting Boston programs and services.
- Promoted the campaign and the TV show with flyers, mailings, media and in newsletters. Created and distributed a parent tips brochure.
- State passed home visiting legislation and is using campaign to enroll young children in new health program for working poor families.

Action Plans and Next Steps

- Planning to continue to share information on early childhood brain development.
- Continuing to support early care and education legislation.
- Planning community forums on early childhood brain development.
- Planning to use brain development information to drive 1988 legislative agenda.
- Creating and distributing a citizen action kit.

About the Coalition

- Established in December 1996.
- Coalition members represent business, early care and education, government, health, higher education, Head Start, media, philanthropy, policy makers and child care resource and referral, and the Boston Starting Points and EQUIP Projects.
- Plans to continue and is developing a vision, goals and strategies.

6. MICHIGAN

Public Awareness and Education Activities

- Established and promoted TV show on state campaign web site.

Action Plans and Next Steps

- Planning to distribute parent and fulfillment materials.

About the Coalition

- Coalition for Children and Families established one statewide and 13 local coalitions.
- Plans to continue and is defining next steps, vision, goals and strategies.

7. MINNESOTA

Public Awareness and Education Activities

- Held a TV show viewing party for 60 people at the state capitol. The event

was covered by ABC news.

- Promoted the TV show using flyers, media, electronic networks, mailings and produced inserts for newsletters.

- Distributed 176 press kits.

- Child care resource and referral agencies (CCR&Rs) mailed information about the campaign and the TV show to 16,000 licensed child care providers and parents. Parenting groups also disseminated information to families.

- Launched a statewide Children's Investment Campaign at an April 17 press conference hosted by the Governor.

- Included child health information in TV show viewing party kits; held viewing parties throughout the state.

- Reached 90,000 Minnesotans with early childhood brain development information.

Action Plans and Next Steps

- Planning a fall symposium on early brain development.

- Developing an assessment process to help communities identify how to best support young children and families.

- Plan to continue to work with the media and to address early childhood financing issues.

About the Coalition

- Began in December 1996.

- Co-chaired by the Minnesota Child Care Resource and Referral Network and the St. Paul/Ramsey County Child Institute, the Minnesota/Minneapolis Starting Committee is also a key coalition partner.

- Plans to continue and is developing a vision, goals and strategies.

8. MISSOURI

Public Awareness and Education Activities

- Created a PSA with the Governor announcing the campaign and promoting the TV show and healthy early childhood development.
- Held a viewing party hosted by the Public Television Station.
- Promoted the show online and distributed 300,000 flyers.

Action Plans and Next Steps

- Engaging in strategic planning and seeking grant funds for staff support.

About the Coalition

- Convened by ParentLink and formed in January 1997.
- Plans to continue and is working on a vision, goals and strategies.

9. MISSISSIPPI

Public Awareness and Education Activities

- Distributed flyers promoting the campaign and the TV show throughout the state.
- The Department of Health and the Cooperative Extension Service promoted the campaign and the TV show on their electronic networks.

Action Plans and Next Steps

- Coalition members in Jackson are considering a fall conference on early childhood brain development.
- Beginning planning for next year's legislative session with initiatives addressing child health, parenting support, early care and education and community mobilization.
- Working with the Southern Regional Educational Board on Policy to create a report on early childhood brain research.

About the Coalition

- Campaign led by the Mississippi Early Childhood Association, a 30-year old coalition with 1,000 members.
- Plans to continue and is currently developing a vision, goals and strategies.

10. MONTANA

Public Awareness and Education Activities

- Promoted the TV show and the campaign with flyers, mailings and in several organization newsletters.

Action Plans and Next Steps

- Creating a three-year action plan and expanding coalition membership, including a link with the Governor's office.
- Creating a Montana campaign logo.
- Developing a fact sheet on early childhood brain development and a wish list for how to improve programs and services for young children and their families for statewide use.

About the Coalition

- Convened by Montana State University.
- Includes representatives of early care and education, government, health, higher education, Head Start, policy makers, philanthropy and child care resource and referral.
- Plans to continue; is seeking $5,000 for staff and support.

11. NEW HAMPSHIRE

Public Awareness and Education Activities

- Held TV show viewing parties throughout the state hosted by schools, Head Start and child care programs and community-based organizations.
- Promoted the campaign and TV show with flyers, mailings, media and in newsletters.

- Governor issued a press release supporting the campaign.

- Used the campaign to generate support for legislation on universal public kindergartens and child care quality improvement.

Action Plans and Next Steps

- Assessing accomplishments and future plans and creating a vision, goals and strategies for continued participation.

About the Coalition

- Convened by the NH Adult Learning School, the coalition is broad, cross-sector and uses committees and county coalitions to accomplish its work.

- Many coalition members are new and this represents the first time that they are working together.

- Seeking $80,000 for staff and program support to focus campaign efforts on child care consumer education.

12. North Carolina

Public Awareness and Education Activities

- Promoted the campaign and TV show through flyers, the media, newsletters, electronic networks, mailings and by word of mouth.

- Governor arranged for neuroscientists to brief all state legislators on brain development.

- Worked with several state agencies to create PSAs on early childhood brain development.

- Governor hosted a TV show viewing party at his mansion with 200 leaders from around the state. When the show was over, he charged these public and private sector leaders with making sure that every NC citizen learns about early childhood brain development. Many other viewing parties were hosted by local Smart Start Partnerships and community-based organizations throughout the state.

Action Plans and Next Steps

- Working to create a single toll free help line for families with young children.

- Distributing parenting information through religious organizations, businesses and libraries.

- Creating a parenting video, a speakers bureau and bringing in the Florida brain development trainers to NC to train local volunteers.

- Developing plans to effectively involve faith communities in campaign.

About the Coalition

- Convened by the NC Partnership for Children (Smart Start), also the home of NC's Starting Points Project. Formed in 1991, the Partnership works with 100 county partnerships to coordinate campaign activities. Each partnership represents all sectors and domains, including families and religious organizations.

- Plans to continue and expand and creating a vision, goals and strategies.

- Seeking funding for locally developed parenting materials.

13. OHIO

Public Awareness and Education Activities

- Created a 1997 and 1998 monthly calendar of early childhood activities.

- Promoted the campaign and the TV show through state and local Ohio Family and Children First coalitions, the media, newsletters and flyers.

Action Plans and Next Steps

- Continuing public awareness and engagement activities statewide; defining specific plans in strategic planning process.

About the Coalition

- Convened by Ohio Family and Children First state and local coalitions which represent all sectors, including families.

- Using a committee structure and is in the process of creating three-year vision, goals and strategies.

14. OKLAHOMA

Public Awareness and Education Activities

- Replicated and disseminated the campaign media kit in color.
- Sent flyers promoting the TV show home through Parents as Teachers programs, public schools, early childhood care and education centers and family child care homes. Promotion efforts reached an estimated million families.
- Held a White House Conference on Early Childhood and Learning satellite down link viewing event with a local expert panel discussion that was videotaped and reproduced for future use throughout the state.
- Held many TV show viewing parties hosted by child care and Head Start programs, with early childhood experts present.
- Distributed 50,000 Time magazine special issues on early childhood brain development.

Action Plans and Next Steps

- Promoting a single toll free help line for families with young children.
- Using state child care funds to pay for PSA air time through the year.
- Continuing to distribute child development information to parents.
- Planning to seek more funding for child abuse prevention, five new child care resource and referral agencies, training for early childhood caregivers and statewide community mobilization efforts.
- Planning to stimulate business support for and involvement in the campaign and in early childhood community mobilization efforts.

About the Coalition

- Co-convened by the Oklahoma Chapter of the American Association of Family and Consumer Sciences and the Oklahoma Head Start Collaboration Project.
- Statewide coalition has 70 members representing all sectors and domains.

15. Oregon

Public Awareness and Education Activities

- Created a campaign web site.
- Held many TV show viewing parties hosted by schools, Head Start programs and County Commissions on Children and Families.
- Created and disseminated bookmarks with brain development information.
- Mounted *Straight Shooting*, an exhibit of photographs of young children with brain development information and action steps as captions. Photographs were taken by at-risk youth and exhibited in the state capitol.

Action Plans and Next Steps

- Seeking grant funds to continue campaign with a focus on parent leadership and empowerment training. Also seeking ad agency support.
- Presenting brain development research at conferences and meetings.
- Creating a toll free help line for families with young children.

About the Coalition

- 25 member state coalition co-chaired by the state Commission on Children and Families and the Oregon Child Care Resource and Referral Network, home of Oregon's Early Childhood Quality Improvement Project (EQUIP). County groups are jointly led by County Commissions on Children and Families and child care resource and referral agencies, in part as a strategy to facilitate collaboration among these groups and to encourage county commissions to focus on early childhood issues.

16. Philadelphia

Public Awareness and Education Activities

- Created a flyer with a tear-off return form for more information on the campaign and the coalition.

Action Plans and Next Steps

- Using the campaign to facilitate continued broad collaboration and will support various coalition member initiatives as a public engagement strategy.

About the Coalition

- Convened by the Philadelphia Early Childhood Initiative, with members representing business, early care and education, health, higher education, policy makers, philanthropy Head Start and child care resource and referral.

- Now a growing 20-member coalition, with many members who are working together across domains for the first time.

17. RHODE ISLAND

Public Awareness and Education Activities

- Held many TV show viewing parties hosted by Rhode Island Association for the Education of Young Children (RIAEYC) and other organizations.

- Held a student poster contest.

- NBC did a 30-day series on parenting, assisted by the coalition.

- Used the occasion of the campaign launch to open a Providence-based family support center.

Action Plans and Next Steps

- Adding brain development information to school curricula.

- Planning a fall 1997 Kids Count conference on early childhood brain development.

- Planning a conference with the Chamber of Commerce and Governor's office on family friendly business practices and welfare to work issues.

- Holding parenting workshops and exploring legislation to mandate parenting education.

- Conducting brain development workshops and distributing information to parents through schools.

- Developing a food safety for kids workshop.

About the Coalition

- Is co-convened by the Rhode Island Starting Points Project, Kids Count and the Rhode Island Chapter of the American Association for Family and Consumer Sciences, and has been evolving since September 1996.

- Plans to continue and is working on a vision, goals and strategies; will continue to solidify new partnerships.

- Received $150,000 from the Rhode Island Foundation to use the campaign to promote accredited child care through consumer education.

18. San Francisco Bay Area

Public Awareness and Education Activities

- Held a huge San Francisco area press event.

- Promoted the campaign and TV show through flyers and newsletters.

Action Plans and Next Steps

- Deciding whether and how to continue.

About the Coalition

- Co-convened by the Haas Family Fund, the Packard Foundation and the San Francisco Starting Points Project.

- Received foundation support for consultant staff assistance.

19. South Carolina

Public Awareness and Education Activities

- Commissioned a scientific paper on early childhood brain development.

- Held many TV show viewing parties, hosted by United Way Success by Six partnerships and community-based organizations.

- Promoted the campaign and the TV show with flyers, newsletter articles, public media and electronic networks.

- State Department of Education parenting programs (400 programs in every school district) promoted the TV show and are educating families about early brain development.

- A local school district parenting program teamed with Junior League to produce a short video for families of children birth to twelve months on early childhood brain development.

Action Plans and Next Steps

- Establishing Touch Points (health outreach) projects in every South Carolina county through Maternal, Infant and Child Health Council.

- Promoting Breast Feeding Awareness Week in August and continuing to use the campaign to inform parents about child development.

- Assessing the state's child care system.

- Planning a United Way Success by Six fall conference on early childhood issues.

- Governor announcing a new early childhood initiative shortly.

About the Coalition

- State steering committee co-convened in March 1997 by the South Carolina Association for the Education of Young Children and the University of South Carolina Institute for Families in Society. Now working to develop local coalition leadership.

- Convening a June leadership conference to design next steps.

- Plan to expand and continue, and is developing a vision, goals and strategies.

20. TEXAS

Public Awareness and Education Activities

- Promoted the campaign and the TV show through flyers, mailings and newsletters.

- Held many viewing parties, hosted by the Head Start Collaboration Project and local community organizations.

- Produced local pre-launch media kits.

Action Plans and Next Steps

- Continuing to build collaborative relationships.
- Planning to use the campaign to expand state and local employer coalitions.
- Using the campaign to promote a new *Texas Take Time for Kids* campaign.
- Planning a 1998 conference on early childhood brain development.
- Establishing speakers bureaus on early childhood issues.
- Exploring development of a statewide newborn home visiting program.
- Seeking grant funds to coordinate a public television initiative with other local PBS stations to produce national and local television programming on early childhood issues.

About the Coalition

- Established a statewide coalition and local coalitions in April 1997.
- All Texas coalitions plan to expand and continue and are engaging in strategic planning.

21. VERMONT

Public Awareness and Education Activities

- Promoted the campaign and the TV show on the Starting Points home page.
- Created a Vermont Child Care Fund PSA. Local *I Am Your Child* ads were produced in Burlington.
- Created a statewide information distribution network.
- Is using the campaign to promote the Vermont Child Care Fund, which recently received several lead gifts.
- Distributing 5,000 copies of *Newsweek* to policymakers and families throughout the state.

Action Plans and Next Steps

- Planning a literacy volunteer program with young children with Vermont community colleges.
- Supporting pending early childhood legislation.
- Currently defining future plans.

About the Coalition

- Co-convened by the Vermont Child Care Fund and the Vermont Starting Points Project.
- Plans to continue and is working on long-term vision, goals and strategies.

22. WEST VIRGINIA

Public Awareness and Education Activities

- Promoted the TV show on school system's closed circuit network, in hundreds of newsletters, with flyers distributed by schools and community organizations, through mailings, and with all media, including a WCHS-TV8 (ABC) satellite interview with Rob Reiner.
- West Virginia health professionals were trained by Florida trainers to make presentations on early childhood brain development. They will train others in the state to do the same.
- Created a *Guide to Hosting a TV Show Viewing Party*, a local media guide and a parent brochure on quality child care.
- Honored high quality early care and education programs and created a child care quality self-assessment tool.
- Publicized the state's family health services help line.

Action Plans and Next Steps

- Planning to hold a conference on early childhood brain development.
- Developing parent support action plans.
- Working with the Coalition for West Virginia's Children to include full health coverage for all children in its legislative agenda.

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- Establishing an Advisory Board of Business Champions and creating a brochure to encourage family friendly business practices.

- Developing Welcome Wagon Kits that include early childhood resource information and promoting volunteerism.

- Creating early childhood growth charts with school readiness tips for parents.

- Developing newsletter articles for working families that can be published by employers.

About the Coalition

- Convened by the Governor's Cabinet on Children and Families, which was established in 1990 and is also home to West Virginia's Early Childhood Quality Improvement Project (EQUIP).

- Builds on existing coalitions and structures, including Family Resource Networks, Starting Points Neighborhood Centers, the Governor's Early Childhood Implementation Commissions and the Communications Task Team.

- These coalitions represent diverse sectors and include families.

I Am Your Child Early Childhood Public Engagement Campaign

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I Am Your Child/Early Childhood Public Engagement Campaign

Report on National Organization Activities

Prepared by the Families and Work Institute
June 1997

I. Introduction

National organizations representing a broad spectrum of institutions, professions, affiliations and others have committed a huge volume of time and resources to the campaign (see attached national organization roster).

This report describes how national organizations have participated with the *I Am Your Child*/Early Childhood Public Engagement Campaign.

It is based on information received as part of an ongoing monthly self-reporting process and through telephone interviews. This report summarizes the activities of 19 national organizations involved and represents a sampling of the types of activities these organizations are undertaking. Future reports will include the activities of additional organizations not included in these pages.

This report has two main sections:

- an overview of national organization participation; and,
- individual organization activity summaries.

II. National Organization Activity Overview

I Am Your Child campaign partners, including Rob Reiner, Michelle Singer Reiner, Ellen Gilbert, Greer, Margolis, Mitchell, Burns & Associates, the Families and Work Institute and others have worked to involve national organizations in the *I Am Your Child*/Early Childhood Public Engagement Campaign in several ways.

1. Information Sharing and Linking Members to State and Local Action

Participating organizations fulfilled FWI's requests that they share information and encourage their memberships to participate locally. They:

- publicized the campaign to their members and constituents through newsletter and journal articles; sessions at conferences and meetings and through other written means, such as special mailings and faxes;
- shared information about early childhood brain development through

the same methods; and

- encouraged their state and local constituencies to become involved in state and local campaign activities.

2. Companion Campaign Activities

Collectively or individually, the campaign partners assisted many participating organizations to design and initiate companion activities to enhance the campaign and the healthy development of young children. For example:

- The National Governors' Association invited Rob Reiner to speak at its winter conference. They also established a "First Three Years" initiative led by a six-member, bipartisan task force to provide leadership on state and federal policies targeting young children;

- The National League of Cities plans development of a booklet for municipal policy makers on how early childhood brain development affects them and actions they can take to improve early childhood outcomes;

- The American Academy of Pediatrics is creating a leadership action plan for the entire organization and created a special media kit for its members; and

- The National Latino Children's Institute is organizing a coalition of Hispanic organizations and planning an early literacy campaign in Hispanic media markets.

3. Other Contributions

In addition, the campaign partners worked with national organizations to:

- facilitate involvement of key champions at the national, state and local levels;

- bring credibility to national, state and local campaign activities;

- help establish an effective multi-sector, national communications network; and

- contribute to production and distribution of new materials.

4. Other Key Findings

Nearly all participating organizations plan to continue or expand their involvement in the these issues. Several requested assistance with securing funding for their planned and proposed activities. It is also exciting to note that this campaign has facilitated

connections among national organizations that had no previous relationships, but share a commitment to the healthy development of our nation's young children.

III. Individual Organization Information Summaries

American Academy of Pediatrics

What They've Done

- Created and disseminated a media kit to 3,000 members.
- Published 2 newsletter issues on the campaign and plan a third in the next issue. The newsletter is distributed to 60,000 pediatricians.
- Formed a subcommittee which met 3-4 times to create a "master plan" for how the entire organization can incorporate the latest early childhood brain development research their work.
- Completing an action plan for leadership to approve and fund.

What They Plan Next:

- Planning to finalize and implement action plan.

American Association of Family and Consumer Sciences

What They've Done

- Urged state and local affiliates to collaborate with health providers and organizations in their areas. Several states conducted kickoff informational meetings, sponsored by hospitals.
- Shared brain development information, using available videos and handouts, and urged collaboration with child care resource and referral networks and local schools and universities.
- Featured campaign in AAFCS state and chapter meetings, challenged members to work on three-year action plan, members are doing local radio and television talk shows to promote campaign and share brain development information.
- Created 2-page campaign information sheet for members. State and local groups have developed plans with goals and strategies (detailed state by state contacts, plans and outcomes are available).
- Distributed flyers nationwide to promote the show(reaching 10,000 child care providers and families, 20,000 AAFCS members and 1000 community resource specialists).

What They Plan Next

- Continuing to participate actively.

- Shifting from a public awareness focus to an action focus, including promoting involvement with state and local agencies and coalition building.

- Developing a curriculum on early brain development for youth.

Canadian Institute of Child Health (CICH)

What They've Done

- Wrote to all current funders and to approximately 300 national corporations to educate them on the importance of early childhood development, to make them aware of the American *I Am Your Child* campaign and to seek their involvement in developing a Canadian campaign.

- Encouraged CICH members to view the ABC special. Announced the campaign in spring newsletter, *Child Health*.

- Encouraged all Canadians to watch the ABC special. Sent out a press release to announce the U.S. campaign and that the CICH is mounting a similar campaign in Canada. Press release included the "Tips for Parents" as well as a complete listing of the planned media coverage of the U.S. campaign launch. Press release also announced that CICH aims to build a national coalition of organizations to partner with and is seeking sponsorship.

- Distributed an information package to the CEO's of approximately 100 Canadian corporations announcing the TV special and encouraging them to have employees watch it. The kit included a poster with information about the show.

- Received several requests from Canadian corporations and child-serving organizations to reproduce the "Parent's Tips" in their newsletters following the TV show and distribution of the information package.

- Prepared a proposal outlining plans for a complementary Canadian campaign. This proposal is being used to facilitate coalition building and to seek sponsorship.

What They Plan Next

- Developing a special report for current and potential funders on U.S. campaign activities.

- Disseminating *I Am Your Child* brochures to interested organizations and individuals in Canada.

- Submitted a proposal to IBM Canada for funding for adaptation of the CD-ROM. Exploring partnering with the Infant Mental Health Project at the Hospital for Sick Children in Toronto on this project.

- Responding to daily calls from organizations across Canada that are interested in becoming involved with the campaign.

- Discussing campaign with several of the leading researchers in Canada whose expertise involves early childhood development. All are very interested in becoming involved - especially related to the development of indicators (i.e. measures of school readiness) to evaluate the success of an early childhood engagement campaign.

Child Care Action Campaign

What They've Done

- Published article on campaign in their newsletter.

- Sent press advisory to about 15,000 reporters, including campaign information and other material on child development.

- On agenda for monthly media strategies group meetings.

What They Plan Next

- Not yet defined.

Children's Television Workshop

What They've Done

- Sponsored May forum hosted by New School for Social Research on 0-3 with Ed Greene of FWI as a panelist.

- Videotape of the forum made and distributed to 170 local PBS stations.

- Developing mini-forum at CTW, showing highlights of tape.

- Featured early childhood brain development and the campaign in Sesame Street Parent Magazine, reaching both English speaking and Spanish speaking families with young children.

What They Plan Next

- Devoting an additional edition of Sesame Street parent to early childhood brain development.

- Developing materials for family child care providers - integrating concepts into easy-to-understand format.

National Association of Child Advocates

What They've Done

- Served as a resource for state-based advocacy organization involvement.

What They Plan Next

- Promoting expanded role in state and local campaign activities.
- Continuing to disseminate campaign-related materials.
- Collecting early childhood data from states.
- Exploring additional ways to participate.

National Association of Children's Hospitals and Related Institutions

What They've Done

- Developing a public education component on early childhood health access to complement policy work and work of other organizations.
- Published "Healthy Children in Healthy Families," which profiles parenting support programs at children's hospitals. Distributed to members, the media and other child advocacy coalitions and groups.
- Faxed and mailed campaign tool kit to public relations and child advocacy staff at member hospitals, including a tip sheet for using the campaign to promote child health.
- Members participating in state and local coalitions.

What They Plan Next

- Starting new initiative to help member hospitals identify and organize grassroots constituencies. Developing model and strategy guide and hiring project staff to provide technical assistance to 151 member hospitals.
- Continuing to serve as a conduit for information for as long as campaign exists.

National Center for Children in Poverty

What They've Done

- Hosted a viewing party in Manhattan with subsequent discussion about how participants can advance early childhood issues.

- Conducting its own campaign to highlight needs of children in poverty.

- Developed 1997 program summary that includes section on communicating about children in poverty and identifying strategies to change children's lives.

What They Plan Next

- Develop its own campaign.

National Center for Family Literacy

What They've Done

- Partnering with Kaiser Children's Hospital/Norton Hospital, 4Cs and others to promote campaign.

- Half-day parenting conference planned with partners for June.

- Featured campaign at annual conference.

- Arranged for local ABC interview with FWI staff to promote show, campaign and conference.

What They Plan Next

- Next steps will be developed after June meeting/conference.

National Association of Child Care Resource and Referral Agencies

What They've Done

- Devoted issue of Daily Parent (circulation of 65,000) to brain development.

- Linked campaign with local R&Rs, through conference presentations, board meetings, etc. Many local members served as active state and local campaign leaders.

What They Plan Next

- Current plans in development.

National Association for the Education of Young Children

What They've Done

- Used campaign description and information from *Rethinking the Brain* to publicize activities to state and local organizations and encouraged them to participate.

What They Plan Next

- Plan to continue working with FWI and the campaign to publicize information about the importance of the early years and to promote community mobilization on behalf of young children and their families.

National Coalition for Parent Involvement in Education

What They've Done

- Provided networking for campaign when it started.
- Informed members about campaign.

What They Plan Next

- Each of their 50 coalition members will decide how to proceed on their own.

National Committee to Prevent Child Abuse

What They've Done

- Actively kept 50 chapters updated about what was going on with the campaign - passed on all relevant information and materials.
- Informed all chapters of the campaign website.
- Ordered 500 copies of *Newsweek* special addition which were delivered to every chapter for distribution in local communities.
- Many chapters involved in their local communities.

What They Plan Next

- Leading the Healthy Families America movement which has a direct tie-in with the campaign.
- Planning to continue promoting the importance of early childhood education and early brain development.
- Tying their 1997 media campaign to the larger campaign.

National Governors Association

What They've Done

- Established a 6-member, bipartisan gubernatorial task force to provide leadership on state and federal policies affecting young children.
- Promoted campaign during winter 1997 meeting.

- Coordinated collection of state resource information for families (part of campaign fulfillment materials).

- Participated in media launch of campaign.

- Created a network of governor's policy advisors on early childhood issues.

- Held a meeting of national experts to assess state progress on early childhood policies and practice and published "Highlights of National and State Initiatives for Young Children" (4/97).

- Involved governor's press officers as liaisons with media and state and local campaign coalitions.

What They Plan Next

- Publishing a resource guide for governors and their policy advisors on young children and their families.

- Hosting with FWI a fall 1997 conference for states to learn from each other on how to promote high quality, comprehensive care and education for young children.

National Head Start Association

What They've Done

- Informed state and regional constituents about campaign and asked them to publicize.

- Informed Corporate Board, Early Head Start Centers and Parent-Child Centers about campaign.

What They Plan Next

- Keeping track of partnerships and Head Start involvement in campaign.

- Presenting the campaign at national conference (through Barry Zuckerman, Eva Carter and materials distribution).

- Other activities to be determined.

National Latino Children's Institute

What They've Done

- Obtained board approval to move forward on early childhood issues.

- Created a coalition of 12 Latino organizations including media and non-profits.

- Trying to create own Spanish language version campaign and seeking funding.

What They Plan Next

- Seeking funding.

- Planning July meeting, funded by MacDonalds, to bring together Hispanic organizations interested in early childhood to build a new partnership.

- Planning an early literacy campaign in Hispanic media markets to increase awareness of early bilingual learning and literacy from birth to three.

- Placing some recently created radio and TV PSAs.

- Additional activities to be developed at the July meeting.

National League of Cities

What They've Done

- Advertised campaign at national conference in March. Distributed several hundreds flyers with the campaign description and a two page fact sheet on brain development created by NACCRRA.

- Mailed materials to 1,000 key municipal leaders.

- Covered the TV special in their weekly newspaper the week of 4/21.

What They Plan Next

- Brief report on child care to be released next month with a message that fits with entire campaign.

- In discussions with FWI about an additional brief report about how municipal governments can assist families with young children as an early summer joint publication.

Parents as Teachers National Center

What They've Done

- Published two articles in quarterly newsletter promoting the campaign (February and May 1997). This newsletter goes to 2,000 communities.

- Sent a letter in early April to all Parents as Teachers programs, telling them how to promote the campaign, and advising them about the upcoming article in the May newsletter.

- Mildred Winter, Executive Director, attended the White House conference.

What They Plan Next

- Are developing next step plans. Will incorporate early childhood brain development information into their annual early childhood conference at the end of June.

Zero to Three

What They've Done

- Served as key campaign partner.
- Helped with meetings, editing materials and products, campaign planning, media and materials development and testing.
- Conducted focus groups and polls with parents to inform its own and our work.
- Developed an on-line service.

What They Plan Next

- Continue to translate its technical materials for parents, providers and the general public.

Early Childhood Public Engagement Campaign

National Organizations

Note: The following is a list of national organizations that are participating in the campaign in various ways. It is not complete, as we are in the process of adding additional organizations We will be adding other information such as e-mail addresses and Web page listings.

ORGANIZATION	CONTACT(S)
American Academy of Child and Adolescent Psychiatry 3615 Wisconsin Avenue, NW Washington, DC 20016 Business (202) 966-7300 Fax (202) 966-2891	Patricia Jutz, Communications Director
American Academy of Pediatrics 141 Northwest Point Blvd., Box 927 Elk Grove Village, IL 60009-0927 Business (847) 981-7396 Fax (847) 228-5097 E-mail: sallen@aap.org	Scott G. Allen, Project Manager Division of Child Health
American Association of Family and Consumer Sciences 1555 King Street Alexandria, VA 22314 Business (703) 706-4600 Fax (703) 706-4663 E-mail: staff@aafcs.org	Penny Ralston, President Ann Chadwick, Executive Director Katherine Hempel, Manager of Administration
American Hospital Association One North Franklin Street Chicago, IL 60606 Business (312) 422-3339 Fax (312) 422-4583	Alicia Mitchell, Media Relations
American Library Association 50 East Huron Street Chicago, IL 60611-2795 Business (312) 280-2162 Business (800) 545-2433 x2162 Fax (312) 280-3257 E-mail: susanroman@ala.org	Susan Roman, Executive Director Library Services to Children
American Medical Student Association 1902 Association Drive Reston, VA 20191 Business (703) 620-6600 Fax (703) 620-5873	Robert Chisholm, Legislative Affairs Director
American Public Welfare Association 810 First Street, NE, Suite 500 Washington, DC 20002-4267 Business (202) 682-0100 Fax (202) 289-6555 Internet: http://www.apwa.org	A. Sidney Johnson, Executive Director
American School Health Association 7263 State Rte. 43 PO Box 708 Kent, OH 44240 Business (330) 678-1601 Fax (330) 678-4526	Thomas Reed, Executive Director

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ORGANIZATION	CONTACT(S)
American Trauma Society 8903 Presidential Parkway, Suite 512 Upper Marlboro, MD 20772 Business (301) 420-4189 Fax (301) 420-0617	Harry Teter, Executive Director
Association of Women's Health, Obstetrics and Neonatal Nurses 700 14th Street, NW, Suite 600 Washington, DC 20005-2019 Business (202) 662-1600 Fax (202) 737-0575	Michelle Hoeft, Manager Public Affairs
Benton Foundation 1634 Eye Street, NW, 12th Floor Washington, DC 20006 Business (202) 638-5770 Fax (202) 638-5771	Susan Nall Bales, Director, Children's Programs
Big Brothers/Big Sisters of America 230 North 13th Street Philadelphia, PA 19107 Business (215) 567-7000 Fax (215) 567-0394	Bev Dribin, Public Relations Marketing Manager
Board on Children and Families National Research Council 2101 Constitution Avenue, NW Harris Building, Room 156 Washington, DC 200418 Business (202) 334-1935 Fax (202) 334-3829	Deborah Phillips, Director
Bush Center in Child Development and Social Policy Yale University 310 Prospect Street New Haven, CT 06511 Business (203) 432-9931 Fax (203) 432-9933	Sharon Lynn Kagan, Senior Associate
Canadian Institute of Child Health 885 Meadowlands Drive E., Suite 512 Ottawa, Ontario Canada K2C 3N2 Business (613) 224-4144 Fax (613) 224-4145 E-mail: cich@igs.net	Joan Campbell, Director of Development
Casey Journalism Center for Children and Families 8701-B Adelphi Road Adelphi, MD 20783-1716 Business (301)445-4971 Fax (301)445-9659 E-mail: ctrost@ajr.umd.edu	Cathy Trost, Director

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Center for Career Development in Early Care and Education Wheelock College 200 The Riverway Boston, MA 02215-4176 Business (617) 734-5200x253 Fax (617) 738-0643	Andrea Genser, Executive Director
Center on Effective Services for Children PO Box 27412 Washington, DC 20038-7412 Business (202) 785-9524 Fax (202) 833-4454	Jule Sugarman, Chairman
Child Care Action Campaign 330 Seventh Avenue, 17th Floor New York, NY 10001 Business (212) 239-0138 Fax (212) 268-6515	Barbara Reisman, Executive Director
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Child Care Law Center 22 Second Street, 5th Floor San Francisco, CA 94105 Business (415) 495-5498 Fax (415) 495-6734	Deena Lahn, Executive Director
Children Now 1212 Broadway, Suite 530 Oakland, CA 94612 Business (510) 763-2444 Fax (510) 763-1974	Lois Salisbury, President
Children's Defense Fund 25 E. Street, NW Washington, DC 20001 Business (202) 662-3547 Fax (202) 662-3560	Marian Wright Edelman, President Helen Blank, Director, Child Care Division
Children's Partnership 1460 4th Street, Suite 306 Santa Monica, CA 90401 Business (310) 260-1220 Fax (202) 362-5902 E-mail: XEBZ14A@prodigy.com	Wendy Lazarus Co-President Laurie Lipper, Co-President

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Children's Television Workshop Community Education Services One Lincoln Plaza, 2nd Floor New York, NY 10023 Business (212) 875-6473 Fax (212) 875-6100	Digna Sanchez, Vice President for Community Education Services
Child Welfare League of America 440 First Street NW, Suite 310 Washington, DC 20001 Business (202) 638-2952 Fax (202) 638-4004 Internet: http://www.handsnet.org/cwla	Bruce Hershfield, Director of Child Day Care
CityMatch University of Nebraska Medical Center, Dept. of Pediatrics 600 S. 42nd St., PO Box 982175 Omaha, NE 68198-2175 Business (402) 559-8323 Fax (402) 559-5355 E-mail: mpeck@unmc.edu	Magda G. Peck, Executive Director
Coalition for America's Children 1634 Eye Street, NW, 12th Floor Washington, DC 20006 Business (202) 638-5770 Fax (202) 638-5771 Email: susanb@benton.org Web Site: http://www.kidscampaigns.org	Susan Lowell Butler, Campaign Director Christine Benero, Campaign Chair
Coalition of Community Foundations for Youth 1055 Broadway Kansas City, MO 64105 Business (816) 842-4246	Cindy Sesler Ballard, Director
College and University Work/Family Association University of Michigan 715 N. University, #7 Ann Arbor, MI 48104 Business (313) 998-7476 Fax (313) 998-7419	Leslie de Pietro
Communications Consortium Media Center 1200 New York Avenue NW Washington, DC Business (202) 682-1270 Fax (202) 682-2154	Kathy Bonk, Executive Director
Council for Exceptional Children 1920 Association Drive Reston, VA 22091 Business (703) 264-9418 Fax (703) 620-4334	Nancy Safer, Executive Director

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Council of Chief State School Officers One Massachusetts Avenue NW, Suite 700 Washington, DC 20001-1431 Business (202) 408-5505 Fax (202) 408-8072	Lynson Moore Bobo, Project Assistant
Council of Governors' Policy Advisors Hall of the States - Suite 390 400 North Capitol Street Washington, DC 20001-1511 Business (202) 624-5386 Fax (202) 624-7846	Richard J. Gross, Executive Director
Council of Great City Schools 1301 Pennsylvania Ave., NW, Suite 702 Washington, DC 20004 Business (202) 393-2427 Fax (202) 393-2400	Michael Casserly, Executive Director
Department of Justice **Office of Juvenile Justice and Delinquency Prevention** 633 Indiana Avenue, NW, Suite 742 Washington, DC 20531 Business (202) 616-3650 Fax (202) 307-2093	Sarah Ingersoll, Special Assistant to the Administrator
Emergency Nurses Association 2169 Higgins Road Park Ridge, IL 60068 Business (847) 698-9400 Fax (847) 698-9407	Pam Baker, Director
ERIC Teachers College of Columbia University 525 West 120th Street New York, NY 10027 Business (212) 678-3433 Fax (212) 678-4048	Erwin Slaxman, Executive Director
ERIC Clearinghouse on Elementary and Early Childhood Education 51 Grety Drive Champagne, IL 61820 Business (800) 583-4135 Fax (217) 333-3767	Dianne Rothenberg, Associate Director
Families USA 1334 G Street, NW Washington, DC 20005 Business (202) 737-6340 Fax (202) 347-2417	Jeff Kirsch, Field Director

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ORGANIZATION	CONTACT(S)
Family Resource Coalition 200 South Michigan Avenue, 16th Floor Chicago, IL 60604 Business (312) 341-0900 Fax (312) 341-9361	Ms. Maria Elena Orrego Family Resource Coalition c/o Center for the Study of Social Policy 1250 Eye Street, NW, Ste. 503 Washington, DC 20005 Business (202)371-1565
Family Voices PO Box 769 Algodones, NM 87001 Business (505) 867-2368 Fax (505) 867-6517	Polly Arango, Executive Director
Federation of Protestant Welfare Agencies 281 Park Avenue South New York, NY 10010 Business (212) 777-4800 Fax (212) 533-8792	Soraya Elcock, Policy Analyst
Fight Crime: Invest in Kids 1334 G Street NW #D Washington, DC 20005-3105 Business (202) 638-0960 Fax (202) 638-0673	Sanford A. Newman, President
First Book 1319 F Street, NW, Suite 500 Washington, DC 20004 Business (202) 393-1222 Fax (202) 628-1258	Bradley Pine, Executive Director Kyle Zimmer, President
Food Research and Action Center 1875 Connecticut Avenue, NW #540 Washington, DC 20009 Business (202) 986-2200 Fax (202) 986-2525	Lynn Parker, Director of Nutrition Policy
General Federation of Women's Clubs 1734 N Street, NW Washington, DC 20036-2990 Business (202) 347-3168 Fax (202) 835-0246	Laurie D. Cooper, Legislative Director
General Services Administration 18th and F Streets, NW., #6121 Washington, DC 20405 Business (202) 501-3965 Fax (202) 208-7578	Faith Wohl, Director, Workplace Initiatives
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Institute for Educational Leadership 1001 Connecticut Avenue, NW, Suite 310 Washington, DC 20036 Business (202) 822-8405 Fax (202) 872-4050	Linda Moore
Jewish Women International 1828 L Street, NW, Suite 250 Washington, DC 20036 Business (202) 857-1300 Fax (202) 857-1380	June Lerner, Director of Marketing & Member Services
Lifetime Television 309 West 49th Street, 16 & 17th Floors New York, NY 11109 Business (212) 424-7000 Fax (212) 957-4264	Marcy Haley, Director of Public Affairs
March of Dimes Birth Defects Foundation 1275 Mamaroneck Avenue White Plains, NY 10605 Business (914) 997-4444 Fax (914) 428-7849	Jane E. Massey, Executive VP Chief Operating Council
MegaSkills Education Center **Home and School Institute** 1500 Massachusetts Ave., NW Washington, DC 20005 Business (202) 466-3633 Fax (202) 833-1400	Harriett Stonehill, Executive Director Dorothy Rich, President
National Association for Family Child Care 1331-A Pennsylvania Ave., NW, Suite 348 Washington, DC 20004 Business (800) 359-3817	Deborah Eaton, President
National Association for the Education of Young Children 1509 16th Street, NW Washington, DC 20036-1426 Business (202) 232-8777 Fax (202) 328-1846 Business (800) 424-2460	Marilyn Smith, Executive Director Barbara Willer, Director of Public Affairs
National Association of Attorneys General 1 Ashburn Place, 19th Floor Boston, MA 02108 Business (617) 727-2200 Fax (617) 367-3906	Scott Harshbarger, President Rob Quinan, Office of the Attorney General
National Association of Bi-Lingual Educators 1220 L Street, NW, Suite 605 Washington, DC 20005-4018 Business (202) 898-1829 Fax (202) 789-2866	Jim Lyons, Executive Director

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National Association of Black Law Enforcement Executives 4609 Pinecrest Office Park Drive, Suite F Alexandria, VA 22312 Business (703) 658-1529 Fax (703) 658-9479	Ira Harris, Executive Director
National Association of Broadcasters 1771 N Street, NW Washington, DC 20036 Business (202) 429-5300 Fax (202) 429-5343	Cassandra Holland, Director of National Campaign
National Association of Chiefs of Police 3801 Biscayne Blvd. Miami, FL 33137 Business (202) 293-9088 Fax (220) 573-9819	Donna Shepherd, Executive Director
National Association of Child Advocates 1522 K Street, NW, Suite 600 Washington, DC 20005 Business (202) 289-0777 Fax (202) 289-0776	Eve Brooks, President
National Association of Child Care Resource and Referral Agencies 1319 F Street, NW, Suite 810 Washington, DC 20004-1106 Business (202) 393-5501 Fax (202) 393-1109	Yasmina S. Vinci, Executive Director Beth Edmands, Director of Programs
National Association of Children's Hospitals 401 Wyth Street Alexandria, VA 22314 Business (703) 684-1355 Fax (703) 684-1589	Larry MacAndrews, President Lisa Tate, Vice President of Public Affairs
National Association of Counties Human Services Programs 40 First Street, NW Washington, DC 20001 Business (202) 942-4235 Fax (202) 737-0480	Sandra Reinsel Markwood, Director
National Association of Elementary School Principals 1615 Duke Street Alexandria, VA 22314 Business (703) 684-3345 Fax (703) 548-6021	Samuel G. Sava, Executive Director June Million, Director of Public Information
National Association of School Nurses PO Box 1300 Scarborough, ME 04070-1300 Business (207) 883-2117 Fax (207) 883-2683	Beverly Farquhar, Executive Director

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National Association of School Psychologists Urban School Psychology Programs Howard University School of Education 2400 6th Street, NW Washington, DC 20059 Business (202) 806-5196 Fax (202) 806-7018	LaMonte G. Wyche, Sr., Director
National Association of Secondary School Principals Urban Services 1904 Association Drive Reston, VA 22090 Business (703) 860-0200 Fax (703) 476-5432	Gwendolyn J. Cooke, Director
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